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761—715.4(328) Eligible project activities. Activities that are eligible for reimbursement include, but are not limited to, the following:

- **715.4(1)** Advertising.
- 715.4(2) Public relations activities.

715.4(3) Service improvement activities—including, but not limited to, route analyses, service studies, airline presentations and other activities targeted at increasing air service from an existing or new entry airline.